



Application Serial No. 10/682,435
Docket No. 10551/514

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INVENTOR:

Ronald D. BLUM et al.

APPL. NO. 10/682,435

FILING DATE: October 10, 2003

TITLE: FLOOR DISPLAY SYSTEM
WITH VARIABLE IMAGE
ORIENTATION

GROUP ART UNIT: 2632

EXAMINER: Thomas MULLEN

Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

POWER OF ATTORNEY

Sir:

I hereby appoint William K. Wells Jr. (Reg. No. 27,042) and the practitioners at Customer Number 23838 as my attorneys to prosecute the above-identified application and to transact all business in the United States Patent and Trademark Office connected therewith.

Please address all written communications to the correspondence address associated with Customer Number 23838.

Telephone calls should be made to William Curry, Esq. by dialing Area Code 202-220-4200.

IntelliMats, LLC is the assignee of record of the entire interest in the above-identified application. The undersigned is authorized to act on behalf of the assignee. A statement under 37 C.F.R. 3.73(b) is attached.

Respectfully submitted,

Date: March 28, 2005

Name: Evelyn G. Blake
Title: Assistant Secretary
IntelliMats, LLC



STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: IntelliMats, LLC

Application No./Patent No.: 10/682,435

Filed/Issue Date: October 10, 2003

Entitled: FLOOR DISPLAY SYSTEM WITH VARIABLE IMAGE ORIENTATION

IntelliMats, a limited liability company

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. the assignee of the entire right, title, and interest; or
2. an assignee of an undivided part interest

in the patent application/patent identified above by virtue of either:

- A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the Patent and Trademark Office at Reel 015010, Frame 0833, or for which a copy thereof is attached.

OR

- B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

2. From: _____ To: _____

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3. From: _____ To: _____

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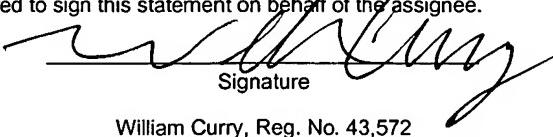
Additional documents in the chain of title are listed on a supplemental sheet.

Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.8]

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

March 31, 2005
Date


Signature

William Curry, Reg. No. 43,572

Typed or printed name

Title